

INFORMATION BULLETIN

WORKFORCE INVESTMENT ACT

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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: DISLOCATED WORKER FUNDING FOR RAPID RESPONSE SPECIAL PROJECTS

The purpose of this information bulletin is to announce the results of the competitive process to award \$4,165,078 in Workforce Investment Act (WIA) Dislocated Worker 25 Percent Rapid Response (RR) funds for special projects. This competition was announced in WIA Directive [WIAD05-1](#), dated July 15, 2005.

All proposals submitted in response to this solicitation were reviewed using RR Special Project funding criteria adopted by the California Workforce Investment Board. Funded projects will address additional needs in their communities that fall within the allowable RR activities described in the WIA regulations at Title 20 Code of Federal Regulations Section 665.320.

Attached is a listing that shows the Local Workforce Investment Areas awarded Program Year 2005–06 RR Special Projects funds, the respective amounts awarded, and brief descriptions of the Special Projects.

If you have any questions, please contact your [Regional Advisor](#) at (916) 654-7799.

/S/ BOB HERMSMEIER
Chief
Workforce Investment Division

Attachment

Rapid Response Special Project Summaries Program Year 2005-2006

1. Carson/Lomita/Torrance Local Workforce Investment Area

Project Name: LINK II

Total Project Budget: \$249,972

Contact: Pat Unangst (310) 518-8130

Summary: Continue weekly facilitation of the Professional Aerospace and Manufacturing (PAM) Networking Group and Finance /Administrative Networking (FAN) Group; Participate in Regional Rapid Response Roundtable and Regional Layoff Aversion Planning Council activities; Work with consortium cities on regional and local industry sector research; Map layoff aversion resources available to businesses in C/L/T's consortium cities; Develop innovative strategies and appropriate informational/communication materials to link various C/L/T grants (as well as resources from other agencies) in order to effectively deliver Rapid Response services to small businesses and their affected workers; Upgrade Web site to enhance information about the three major categories of 25 percent services: Dislocated Worker, Rapid Response and Layoff Aversion; include additional information on, and links to, other local and regional resources. Membership and participation in three local Chambers of Commerce, as well as participation in consortium cities' Economic Development Planning groups and Economic Development Department activities, including business visits.

2. Foothill WIB

Project Name: Layoff Aversion

Total Project Budget: \$225,000

Contact: Steve Chase (626) 584-8394

Summary: Conduct a survey of approximately 500 area employers to determine needs of employers at-risk; Conduct three employer focus groups of 10 employers each to determine needs of at-risk employers; Develop a Resource Directory, listing services available to employers at-risk; Prepare approximately 200 copies; Conduct approximately 10 workshops designed to instruct at-risk employers how to access resources to avert layoffs; Develop and prepare approximately 200 copies of Employer Tool Kit; Enhance the current RR website.

3. Fresno County Workforce Investment Board

Project Name: Business Services & Technology

Total Project Budget: \$250,000

Contact: Blake Konczal (559) 490-7102

Summary: Send at least 300 solicitation letters to recruit members for participation on Employer Advisory Group (EAG); Develop and produce 10,000 Employer Rapid Response DVDs for dissemination to employers; Send Employer Rapid Response DVDs to at least 6,280 (25 percent) of small businesses; Produce at least 60

procedures/process flow manuals to disseminate to other Local Boards and California Workforce Investment Board for best practices; Participate in four roundtable discussions with other Rapid Response Coordinators to share best practices.

4. Imperial WIB

Project Name: Imperial County Small Employer Outreach Project

Total Project Budget: \$125,000

Contact: Sam Couchman (760) 337-5009

Summary: Create the Small Business Outreach Survey; Conduct the survey; Analyze the data obtained through the survey and create a regional business database; follow-up with at-risk companies; Expand business resource linkages through the joint collaboration of ICOET/One-Stop Business and Employment Services centers, EDD, IVEDC, ICCED, SBDC and IVEAC.

5. Kern, Inyo and Mono County Consortium

Project Name: Cluster-Based Dislocation Aversion/Preparation

Total Project Budget: \$250,000

Contact: Verna Lewis (661) 336-6893

Summary: Complete cluster workforce needs analysis for each of seven identified clusters; Economic development/workforce liaison activities; Labor market update for 100 key occupations in seven clusters; Update DVD and disseminate information on its availability; Continue to develop activities to link future dislocations with cluster opportunities.

6. County of Kings

Project Name: Layoff Aversion through Business Relationships

Total Project Budget: \$55,925

Contact: John Lehn (559) 585-3536

Summary: Meet with four Chambers of Commerce to plan layoff aversion strategies; Meet with 75 small retail and service businesses to discuss resources to avoid layoffs; Help coordinate four meetings, each with 30 major industrial employers to discuss growth and Rapid Response services; Ensure one or more feature articles on layoff aversion and business services run in local newspapers; Coordinate 25 meetings with private businesses and representatives of cities, education, financing, EDC and others to address business needs; Meet individually with 30 existing major industrial businesses to discuss business needs; Follow-up on business meetings and training offerings to evaluate effectiveness and to improve future efforts; Advertise the availability of services to assist small businesses to grow.

7. **City of Long Beach, Community Development Department**

Project Name: Long Beach Business Expansion and Retention Network

Total Project Budget: \$249,789

Contact: Bryan Rogers (562) 570-3701

Summary: Support for Business Expansion and Retention Network comprised of WIB, economic development, Chamber of Commerce, and other planning and service agencies to implement additional retention and layoff aversion strategies through development of common marketing materials, and through subsequent outreach and follow-up at more than 5,000 targeted businesses.

8. **City of Los Angeles Workforce Investment Board**

Project Name: Regional Layoff Aversion Strategic Planning Council Project II

Total Project Budget: \$250,000

Contact: Robert Sainz (213) 744-7396

Summary: Outreach to 1000 small businesses with less than 100 employees using the Council partnership; Provide regional partners with current, industry specific data on business demographics, growth and financial stress; Provide uniform outreach materials and tools for both businesses and dislocated workers.

9. **Marin County**

Project Name: Layoff Aversion in a Small Business Environment

Total Project Budget: \$123,089

Contact: Racy Ming (415) 473-3334

Summary: Contact 20 employers to identify strategies for layoff aversion; Assist appropriate employers with leveraging Workforce Investment Act and other resources to achieve layoff aversion; Administer and analyze results of 2005-06 Business Needs Survey; Assist in devising incumbent worker trainings for appropriate employers; Partner with economic development organizations through industry cluster work to improve business retention; Facilitate and attend industry cluster group meetings to understand how to best devise layoff aversion strategies; Develop print material for use in outreach to employers; Subcontract with Small Business Development Center to work with a number of small business owners in Marin county to help them devise strategies for connecting with resources that will help them maintain their businesses.

10. Mendocino County Workforce Investment Board

Project Name: Rapid Response Special Project Funding

Total Project Budget: \$95,000

Contact: Colleen Henderson (707) 467-5589

Summary: Develop and coordinate the SBS/BRTeam of Economic, Workforce and small business partners; Data collection – survey rural businesses to determine needs.

11. Mother Lode Consortium

Project Name: Mother Lode Small Business Collaborative

Total Project Budget: \$250,000

Contact: Bob Martin (209) 533-3396

Summary: Meet with 80 rural employers and industry association to identify business needs, wants, problems and potential solutions; Determine incumbent worker skills needed by 80 employers; including Labor Market Information Division data mining and exploring loan programs; Develop innovative methods for business services delivery to small employers in large, rural region; Develop strategies for linking with Economic Development Commissions, business retention activities; Develop and oversee strategies for upgraded training programs for incumbent workers for 80 employers and associated industries; Meet with EDCs, Chambers of Commerce, SCORE, private organizations and others to devise and oversee layoff aversion strategies; Share information with the State and other Local Workforce Investment Areas in capacity building activities.

12. North Central Counties Consortium

Project Name: Business Services Customized

Total Project Budget: \$250,000

Contact: Cheryl Riley (530) 822-7145

Summary: Provide one-on-one consultation to 15 small businesses to identify layoff aversion strategies; Develop a small business resource guide; Partner with economic development and Beale AFB personnel to develop layoff aversion strategies for small businesses that are directly or indirectly dependent on the Base's activities and will be adversely affected by the new Global Hawk technology; Oversee the development of layoff aversion strategies for current and future events in the local area; Develop a project analysis summary of best practices to share with other local areas.

13. NOVA

Project Name: Understanding and Overcoming Structural Workforce Changes

Total Project Budget: \$245,720

Contact: Jeanette Langdell (408) 730-7241

Summary: Perform foundational research (review of previous and ongoing projects related to this proposal); Establish criteria for selection of businesses to interview; Develop leads for informational interviews and/or focus groups with employers and small business organizations; Develop questions for interviews/focus groups and prepare for meetings; Perform interviews and/or hold focus groups; Issue Request for Proposals for subcontractor research organization to explore former tech workers not tracked by SPHERE; Summarize findings and perform additional research as necessary to follow up ; Prepare a detailed report relative to the findings of this study; Discuss and determine most appropriate means of sharing findings; Plan forum to share findings and possible workshop for job seekers; Hold forum and determine follow-up activities for information sharing with businesses, local Workforce Investment Boards, etc.

14. Sacramento Employment & Training Agency (SETA)

Project Name: Lay-Off Aversion and Small Business Retention

Total Project Budget: \$ 235,147

Contact: William Walker (916) 263-4639

Summary: Establish a relationship with 10 business associations where none previously existed; Develop a new and innovative Business Information Center (BIC) brochure using peer-to-peer endorsements and monthly calendar of activities; Conduct a needs assessment survey to determine business training and technical assistance needs; Small business outreach and retention; Outreach and education to 2,500 small business owners; Survey 300 small business owners.

15. Workforce Investment Board -- Santa Cruz County

Project Name: The Santa Cruz County Business Survey Project

Total Project Budget: \$216,429

Contact: Frank Richards (831) 454-4742

Summary: Work with city and county representatives and Chambers of Commerce to develop and finalize Request for Proposals (RFP); Review RFP and select contractor; Review materials, develop project plan, and coordinate the survey design/methodology; Select employers within the targeted economic sectors; develop Career Center/WIB information to be provided to the businesses/employers; Conduct one-on-one interviews/gather data from businesses/employers); Compile/analyze survey data; Review the draft report; develop findings and recommendations (final report) for policy makers, elected officials, etc.; Support Workforce Investment Board and Comprehensive Economic

Development Strategy Committee workforce and economic development strategies and coordinate with cities/employers.

16. Workforce Investment Board of Solano County

Project Name: Business Advantage

Total Project Budget: \$244,007

Contact: Robert Bloom (707) 863-3501

Summary: Development of survey tool to determine common training needs for small and medium size employers; Implement survey and conduct focus groups; Analyze/quantify survey results; On-going development of linkages with business community and partners to assist and expand staff's ability to identify "at risk" employers and provide early intervention strategies; Research and develop owner/supervisor training series – *Employer Advantage*; Customize and enhance employee training series – *Employee Advantage*; Based on evaluation of pilot workshops, make necessary enhancements to training series and finalize curriculum; Management, oversight, tracking, and reporting of this project to include ensured sustainability.

17. South Bay Local Workforce Investment Area/Board

Project Name: The South Bay Business Resource Network

Total Project Budget: \$200,000

Contact: Jan Vogel (310) 970-7700

Summary: Direct mail Network/RR promo literature to CSU, Dominguez Hills Alumni reaching 500 business owners quarterly; Network at business oriented events to provide at least 884 target area firms Network/RR information; Conduct business outreach workshops to provide at least 240 new firms Network and RR information; Conduct business education seminars with Out-of-Network organizations to provide 60 participating firms Network/RR information; Determine business resource needs of 6,612 area firms through telephone and workshop/seminar surveys; Broker meetings with economic development and business assistance representatives at Network cities for at least 50 area firms; Identify at least 40 at-risk firms in the target area in cooperation with local utilities and Dun and Bradstreet; Small Business Development Center and South Bay Economic Development Partnership to visit at least 260 target area firms to provide Network/RR information and assess their business assistance needs; Business service representatives to visit at least 180 firms to build relationships and connect them to RR and other Network resources; conduct a "Get to Know the Network" breakfast or luncheon involving at least 50 firms.

18. Southeast Los Angeles County Workforce Investment Board

Project Name: SELACO Revised Business Alliance

Total Project Budget: \$250,000

Contact: Anna Leon (562) 402-9336

Summary: Enhance the business surveys and resource database; Conduct surveys on behalf of the Business Alliance; Identify and follow-up on at-risk companies; Use Employment Training Panel funds to provide training and avert layoffs; Enlarge and enrich business resource linkages; Outreach to other WIBs and the State.

19. Tulare County Workforce Investment Board, Inc.

Project Name: Business Retention & Expansion Visitation Program

Total Project Budget: \$250,000

Contact: Kathy Johnson, Assistant Administrator (559) 713-5220

Summary: Business Resource Center (BRC) staff will develop a survey ensuring a comprehensive assessment; Business Resource Specialists (BRS) will train approximately 20 staff on proper application of survey; BRS will develop a database to properly store information; BRS staff will identify, meet, and survey approximately 149 businesses in impacted industry segments; the BRC will work with local economic development staff, city/county officials to address survey responses; BRC staff will work with businesses to resolve issues and concerns expressed during the survey.

20. Verdugo Workforce Investment Board

Project Name: Averting Layoffs/Closures in Verdugo Region

Total Project Budget: \$150,000

Contact: Stewart Knox (818) 409-0476

Summary: Identify 75 total major layoffs/plant closures that serve as a target pool for RR and layoff aversion activities; Identify 25 major layoffs/plant closures (as part of the 75) from adjacent Los Angeles City areas; Identify 40 companies in need of layoff aversion services; Meet with 30 companies to discuss available layoff aversion services and evaluate company needs.